

PATENT ABSTRACTS OF JAPAN

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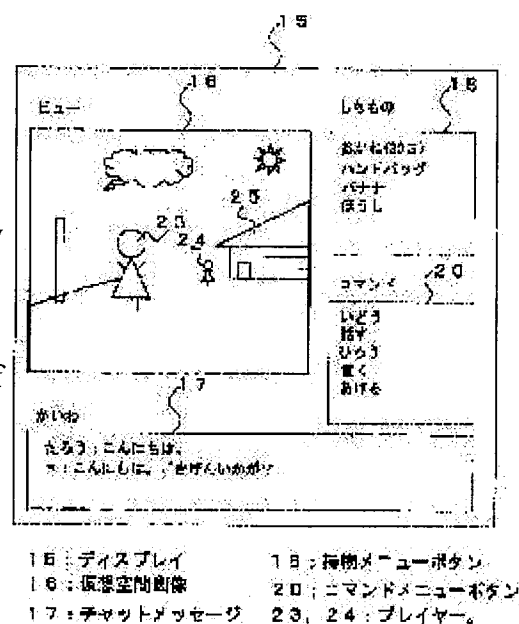
(54) ADVERTISEMENT DISTRIBUTING SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement distribution system for allowing the avatar of a user to advertise merchandise on the Internet, and for giving a consideration to the user of the avatar in charge of the advertisement activity.

SOLUTION: Avatars appear as players 23 and 24 in a three-dimensional virtual space distributed by a store 25 of company A, and the pamphlets of the advertisement information of the merchandise of the store 25 of company A are successively and efficiently transferred to players who are interested in the merchandise of the store 25 of company A, and the contents of the interesting pamphlets are effectively displayed at the display of the virtual space client of the corresponding user, and the consideration is given to the player who transfers the pamphlets of the advertisement information to the other players. Thus, the desire of the player to advertise the merchandise can be surely increased, and the intention of the player to purchase the merchandise can be increased.

Therefore, it is possible to effectively and accurately connect the advertisement of the merchandise with the purchase of the merchandise, and to allow a user to advantageously and easily purchase the merchandise by using the consideration on the network or in an actual store.



LEGAL STATUS

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CLAIMS

[Claim(s)]

[Claim 1] The Internet is minded [which is offered by the virtual space server equipped with the attribute information database of a client]. A client is arranged free [access], the store server equipped with the advertising information related database distributes a store to said virtual space through said virtual space server, and the crater of said client sets to said virtual space. A chat means by which are the advertising distribution system which advertizes the goods of said store, and said crater exchanges other craters and messages, The crater control means which controls action in said virtual space of said crater, The advertising distribution control means which makes other craters which have not yet received this advertising information distribute the advertising information on said advertising information related database to said crater based on the attribute information on the client read from said attribute information database, The advertising distribution system characterized by distributing said advertising information to other craters, and having a countervalue handing out means to deliver the countervalue from the store which sells said goods to the client corresponding to the crater which advertized the goods concerning said advertising information.

[Claim 2] The Internet is minded [which is offered by the virtual space server equipped with the attribute information database of a client]. A client is arranged free [access], the store server equipped with the advertising information related database distributes a store to said virtual space through said virtual space server, and the crater of said client sets to said virtual space. A chat means by which are the advertising distribution system which advertizes the goods of said store, and said crater exchanges other craters and messages,

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the advertising distribution system which advertizes goods by the crater in the virtual space formed of 3DCG (Three Dimentional Computer Graphics; three-dimension computer graphics) on the Internet.

[0002]

[Description of the Prior Art] The use as advertising media is also increasing with the commercialization, and by the advertisement by NetNews, if the Internet is beforehand requested from the provider to receive transmission of the NetNews of publication guidance when a new title comes out, for example, the method which is the same feeling as a newspaper throwaway and receives a new publication advertisement automatically at the time of access to the Internet will have put it in practical use. However, at NetNews, since it is fundamentally limited to the advertisement by text, recently, image display is also possible and advertising various kinds of goods, such as a local special product, have increased in number by the WWW server of the goods display speciality called the electro nick mall in which a good-looking advertisement is possible like the catalog of paper. In this case, by introduction advertisement by the word-of-mouth communication on the Internet, although goods sales may increase explosively, the user who contributed to sales cannot be grasped on the Internet. Moreover, even if it performs the operating activities which distribute facial tissue in the road etc. and stands in a row in increase of sales, it is not exact how many persons the facial tissue used for the advertisement of the same goods may be received repeatedly, and were actually supplied widely, and it cannot analyze advertising effectiveness quantitatively.

[0003]

[Problem(s) to be Solved by the Invention] This invention is made in view of the present condition of advertisement activities of goods which were mentioned above, and on the Internet, the purpose makes a user's crater advertize goods, and is about the countervalue according to the contribution of advertisement activities to offer the advertising distribution system which can be given to each user.

[0004]

[Means for Solving the Problem] In order to attain said purpose, invention according to claim 1